

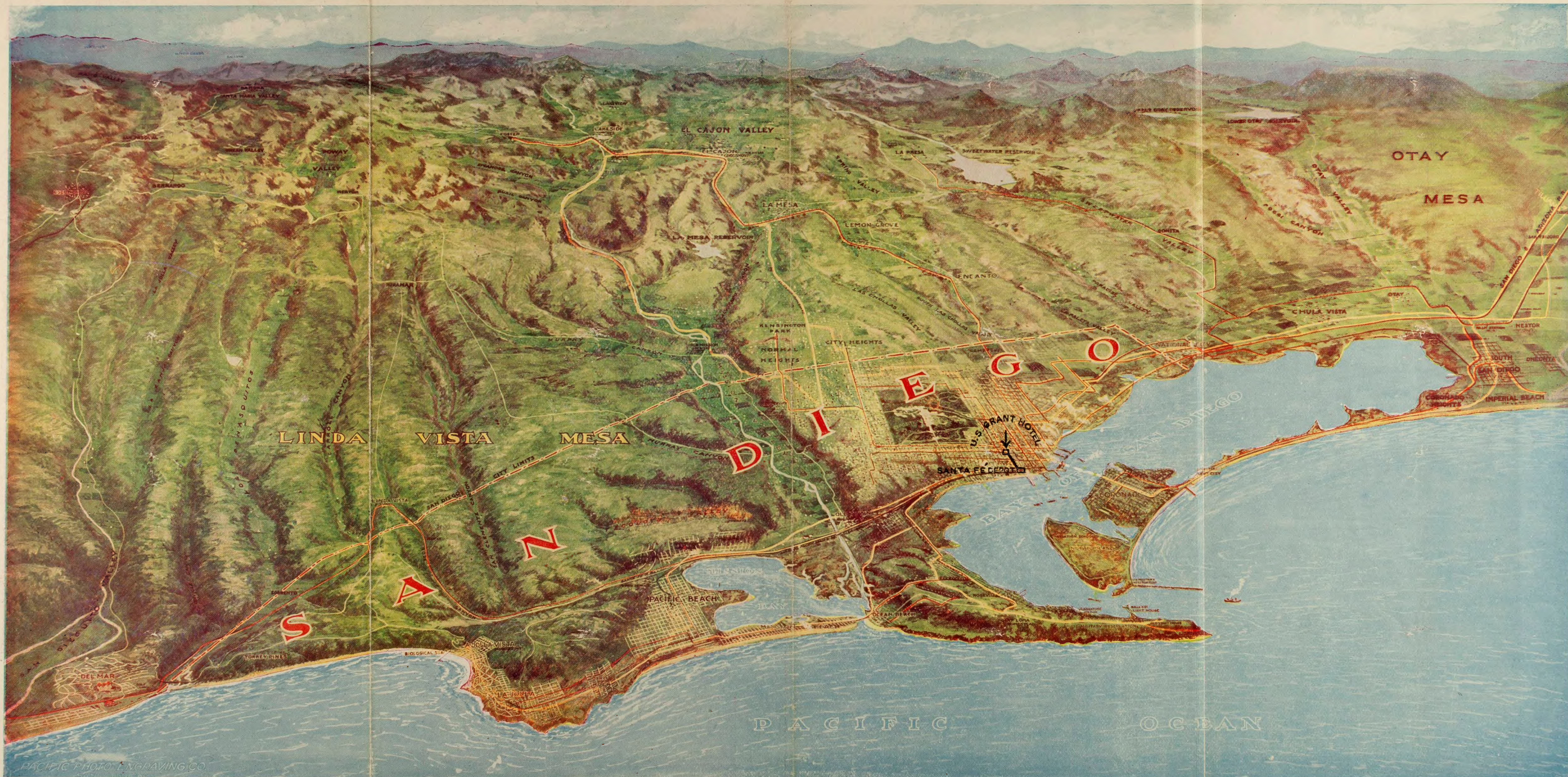
1915 EXPOSITION SAN DIEGO



**U.S. GRANT
HOTEL**

SAN DIEGO

CALIFORNIA



Bird's eye view of San Diego and its Back Country, showing its immense water-sheds and reservoirs, its fertile valleys, mountain peaks and land-locked harbor; also showing the close proximity of the U. S. Grant Hotel to the new Santa Fe Depot and all steamship wharves, and Balboa Park, in which the Exposition is located.



Rates at the U. S. Grant Hotel	{	1 Person, \$1.50 to \$3.00; none higher	1 Person, with Bath, \$2.50 to \$4.50; none higher
		2 Persons, 2.50 to 4.50; none higher	2 Persons, with Bath, 4.00 to 6.00; none higher



*U.S. GRANT HOTEL
SAN DIEGO, CAL.*

THE U. S. GRANT HOTEL

JAMES H. HOLMES, General Manager

MOST every city has its leading hotel. Sometimes there is little difference in the facilities and equipment and the atmosphere of the two or three leaders. In San Diego, however, one hotel stands admittedly pre-eminent. The U. S. Grant Hotel is declared by all citizens of the city to be the pride of Southern California and the Southland. Built by U. S. Grant, Jr., as a monument to the memory of his revered father, General Grant, it is a fitting and creditable memorial to the memory of a great man. If you want to be in the center of things, surrounded by every luxury, with prompt and willing courtesy, make the U. S. Grant Hotel your home in San Diego.

It requires nothing more than a glance at the photograph on this page to convince one of the unusual character of this famous hostelry. Built of reinforced concrete, in the most modern and unquestioned fireproof construction, at a cost of two and a half

million dollars, the U. S. Grant Hotel is a magnificent triumph in every detail of appointment and luxury.

Located in the center of the city, it is at the hub of the various attractions of the city, bay and country, and has become the social and business center of the city. It is here that friends meet friends for social engagements, and it is here that men meet men for business engagements. It is here that banquets and dinners are given, it is here that balls and parties are held, it is here that conventions and associations meet.

Guests at the U. S. Grant Hotel may, upon application to the management, and upon payment of nominal fees by the day, week or term, secure cards entitling them to the privileges of the Golf Links, dressing rooms and baths at the Point Loma Golf Club—San Diego's exclusive club.

Those who spend several months in San Diego each year, as many do, frequently find it desirable to obtain full membership in this club. A new \$50,000 Club House, an 18-hole golf course,

splendid tennis courts, ball-room for dances and parties, grill and buffet, and all facilities for entertainment and recreation are here. The golf privileges for the transient guest are necessarily limited to less than the full service of the club.

THE SOCIAL CENTER

Fronting on Broadway and covering the entire distance from Third to Fourth streets, ample space is afforded for spacious lobbies, an extensive Palm Garden with its shady pergolas and easy chairs, for a spacious ball-room, a finely appointed dining-room, a separate Grill—the famous Bivouac—broad corridors and resting places, all the conveniences that pertain to hotels, such as barter shop, Turkish baths, separate swimming plunges for men and women, luxurious parlors and 500 guest rooms, of which 350 have private baths.

At the U. S. Grant one may have quiet and solitude or he may repair to the centers of activity, the Lobby, the Ball-room and the Grill. It is a little city in itself, offering the traveler the kind of relaxation he desires. The hotel is conducted upon the European plan and one may dine wherever he likes. Contrary to the usual notion, the prices at such a hotel are no higher than those asked at scores of hotels of less pretentious equipment. At the U. S. Grant there are 100 rooms to be had at \$1.50 per day.

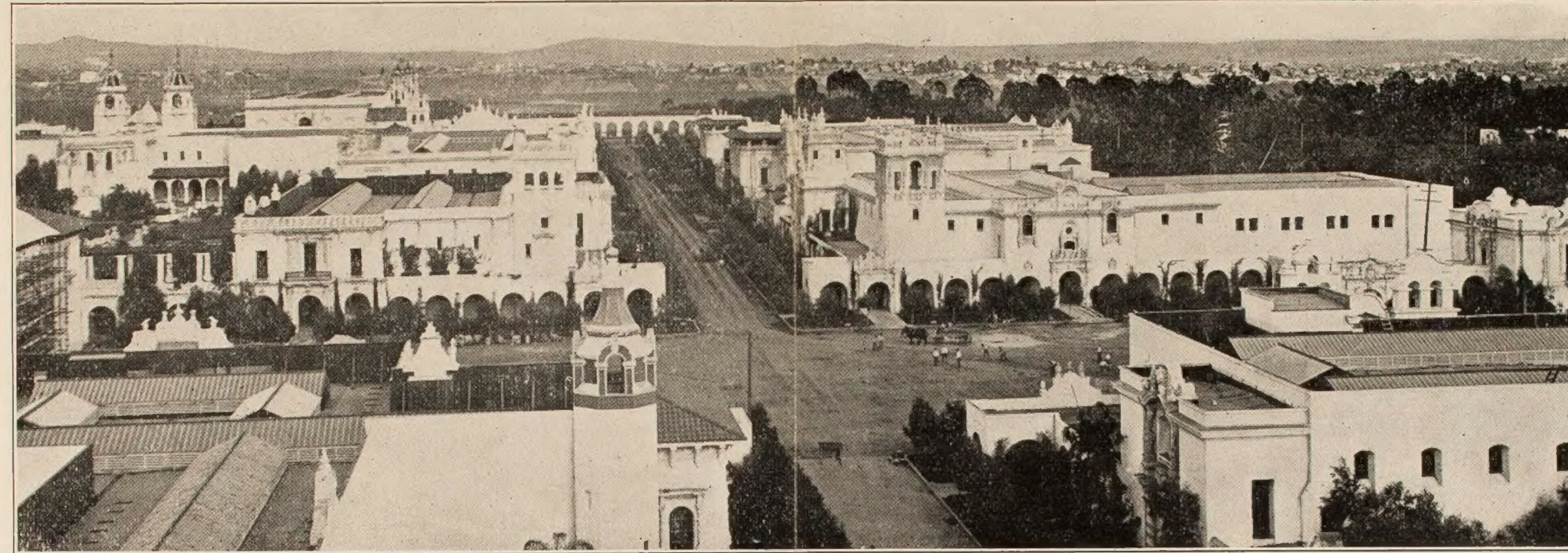
Rooms with bath may be had at \$2.50 per day. When two people occupy the same room the extra charge is usually \$1.50 more. Large and commodious rooms and suites for those who require the utmost in convenience and luxury are available at prices ranging upward to \$10 or more a day.

Prospective visitors may thoroughly understand that the U. S. Grant Hotel will maintain its regular schedule of tariffs during the year 1915, in spite of any crowds which may be in attendance at the Exposition. These tariffs are posted in each guest room and there will not be the slightest increase at any time. In addition to this determination to follow this course, the management has given bond to the Exposition to insure this action.

At the U. S. Grant Hotel Saturday night dances are the regular order. Each evening an orchestral concert is rendered in the main lobby. The hotel is conveniently situated for all the theatres and is especially near the Spreckels million dollar theatre where high-class productions are regularly staged. Coronado, a 20-minute trip across San Diego Bay is, each year, the scene of International Polo games. Some of the best teams in the world are regular participants.

The most important feature of any hotel is its management. The U. S. Grant Hotel is fortunate in having for its Managing Director Mr. James H. Holmes, well and widely known as a man of exceptional ability and rare talents in the fine art of making people comfortable. For twenty years he was the manager of the exclusive Pasadena hostelry, Hotel Green. The president of the Grant-Holmes Operating Company is U. S. Grant, Jr., whose home is in San Diego. The Secretary-Treasurer is Mr. G. Aubrey Davidson, one of San Diego's most esteemed citizens, the President of the Panama-California Exposition.

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FROM THE TOWER OF THE CALIFORNIA BUILDING—SAN DIEGO EXPOSITION

THE EXPOSITION BEAUTIFUL

CELEBRATING the opening of the Panama Canal, the San Diego Exposition, officially known as the Panama-California Exposition, opened its vine-covered portals on New Year's eve, 1915. In arriving at a true conception of the importance of this unique exposition at San Diego it is necessary for the reader to understand at the outset that for five years the courageous people of San Diego, a city of probably 75,000 population, have been at work on this gigantic project. The exposition is not the work of a month or a year. Hundreds of men, under the scientific direction of Frank P. Allen, the nation's premier exposition builder, have been at work for five years in transforming the hills and canyons of the city's great 1400 acre park into a bower of beauty. The work has cost the people of San Diego more than \$3,000,000 in cold cash. It is no mean show to which you are being invited.

The San Diego and the San Francisco expositions are separate and distinct enterprises. The latter is the International Exposition, larger than the former and involving an expenditure of more than twenty million dollars. San Diego is California's southernmost city—600 miles south of San Francisco. It was at San Diego that the first idea of an exposition in celebration of the opening of the canal was suggested. When San Francisco was chosen by Congress for the official exposition, the first impulse was to give up the San Diego project. It was discovered, however, that plans had been evolved for an exposition so different, so unique and so attractive in setting forth the history and the possibilities of this Southern California land, rich in romance and history, pregnant in agricultural and horticultural possibilities, that it was unanimously decided to continue the work and provide the people of the world with a matchless opportunity for seeing Southern California at its best at a time when they would be here in great numbers as a result of the attraction at San Francisco.

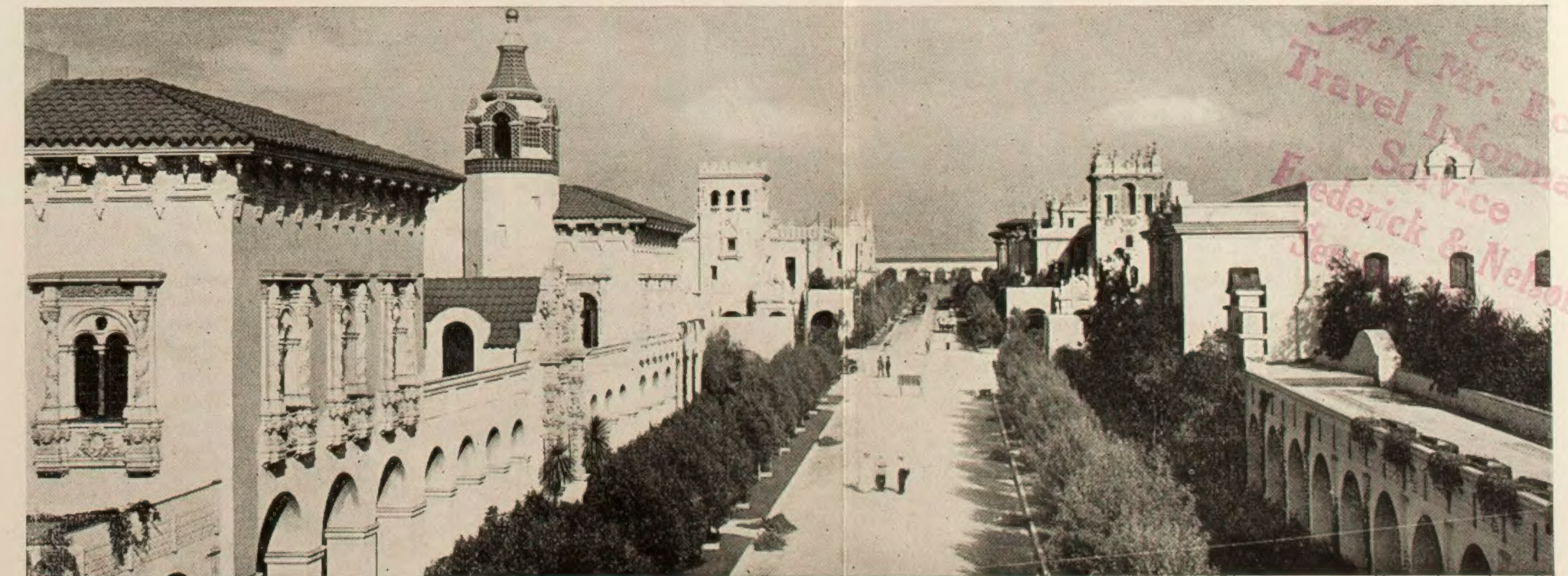
An exposition in this glorious Southern California climate offered possibilities unknown elsewhere. Here it was possible to abandon old ideas and present new ones, for men had only to take advantage of what Nature gave in abundance. Thus it would be possible to have, instead of the time-worn pyramid of oranges, a great citrus grove with the oranges growing. Across the way a model intensive farm, marking the top point in agricultural efficiency for this Southern California section. Alameda, the tea plantation of Sir Thomas Lipton—brought from Ceylon, cultivated by Singalese men and women, holding promise of a new American industry. In these and similar "process exhibits" a vast amount of the 614 acre space covered by the exposition, is devoted. Then there is the Painted Desert, the most interesting American Indian display that has ever been attempted. A large reserve is cut by a Mesa, to the west of which is the exhibit

of the Navajos, the Pueblos and other wandering tribes with the Cliff Dwellers perched high in the rocky cliff. Genuine Indians are established there, weaving rugs and blankets and making pottery, bead embroidery and metal ornaments.

Everywhere on the Exposition grounds are broad lawns, and shady pergolas covered by brilliant Bougainvillea and a thousand species of rare semi-tropical vines and flowers. It must be remembered that for nearly five years the Exposition nurseries have been growing millions of individual plants and shrubs for this very effect. The grounds are cool and restful. The style of architecture is Spanish and as you leave behind you a modern twentieth century city you find yourself, after a few minutes' walk, in the romantic atmosphere of old Spain. Here is the great dome of a Spanish Cathedral, and there, the plain doorway to an old Mission. And here is an old Spanish residence, its hospitable archway inviting the passer-by into a shady patio, thick with palm and fern and strange varieties of shrubs which the northerner does not recognize.

A new scheme for exposition exhibits in which the customary masses of manufactured products, agricultural products and every other kind of products, piled and stacked in lifeless array, is done away with. Instead, at San Diego you may see the wheels go around. The processes by which all these things are grown or manufactured are shown. Before your very eyes, the latest of farm machinery will be demonstrated. Model farms, orange groves, tea plantations, out-door exhibits of a thousand kinds are there.

Then the amusement features of the Exposition have been carefully planned and secured. Along the "Isthmus" will be seen many novel spectacles, nearly all of them shown here for the first time. Native villages, with strange and seldom seen tribes, new dramas, spectacles, and shows. The lighter side of life has been well taken care of and pleasure-seeking visitors will find amusement for many an hour.



LOOKING EAST IN THE PRADO—SAN DIEGO EXPOSITION

Printing done in U. S. Grant Hotel Printery

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